

Name : Dr.R.Muthukumar
Designation : Associate Professor
Department : B.Com. Banking and Insurance.
Qualification : M.Com., M.Phil., PGDCA., Ph.D.
Experience : Teaching: 9 Years 9 Months Research: 4 Years
Area of Specialization(s) : **Marketing, Finance & Income Tax**
Email (Official ID) : muthukumar@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Kovai Kalaimagal College of Arts and Science	2018
PGDCA	Computer Application	Kovai Kalaimagal College of Arts and Science	2013
M. Phil.	Commerce	PSG College of Arts and Science	2011
M.Com	Commerce	Government Arts College, Coimbatore	2010
B.Com	Commerce	Kovai Kalaimagal College of Arts and Science	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Cost Accounting	NPTEL	2019
Online Certificate	Marketing Research and Analysis	NPTEL	2018
Online Certificate	Research Writing	NPTEL	2018
Online Certificate	ARPIT Course in Financial Markets and Emerging Business Models	ARPIT – Refresher Course	2020

On-going

Project Title	Agency	Amount	Duration
Wild life Damage, crop insurance/ Compensation for Farmers in Coimbatore division	Indian Council of Social Science Research (MHRD)	Rs.3,00,000	1 Year
Performance and Effectiveness of Post Office Rural Insurance Schemes	Dr.N.G.P. ASC Seed Money	Rs. 5,000	Six Months

Research Publications (Indexed)

International

- Dr.R.Muthukumar Dr.P.Revathi “**Crop Insurance Schemes and Compensation to Farmers for Wildlife crop Damage in Coimbatore Forest Division**” International Research Journal of Management Science and Technology, ISSN:2250-1959(O), 2348-9367 (P),Vol 11 Issue 10, October 2020, Impact Factor 7.2013, (Indexed in UGC)
- Dr.R.Muthukumar Dr.P.Revathi “**Forbearance of Farmerstowards Wildlife Crop Damage in Coimbatore Forest Division**” The International journal of analytical and experimental modal analysis, ISSN:0886-9367 Vol XIII Issue I, January 2021, Impact Factor 6.3, (UGCCARE –Group-II)
- Dr. R. Muthukumar & Dr. L. Senthil Kumar “**Users Perception and Awareness of Internet Services in Coimbatore District**”, Journal of Emerging Technologies and Innovative Research, 2019 Volume- 6, Issue- 1, Impact Factor 5.87, ISSN: 2349-5162, (Indexed in UGC)

National

- Dr. R. Muthukumar “**Contribution of Insurance Sector along with the Banking Sector**”, The International Journal of analytical and experimental modal analysis, 2019 Volume-XI, Issue- XI, ISSN:0886-9367, (Indexed in UGC)

Other Publications: International / National Journals

- Dr. R. Muthukumar, “**Identification of Factors Influencing Purchase of Internet Plans Among Customers A Study In Coimbatore District**”, International Journal of Business and

Administration Research Review (IJBARR)Volume No 2, Issue No 16, December 2016, PP.9-12
Impact Factor 3.853, ISSN:2348-0653, E-ISSN: 2347-856X

- Dr. R. Muthukumar, "**Satisfaction Level of The Consumer Towards The Broadband Service Providers**", International Journal of Management and Social Science Research Review (IJMSRR)Volume NO 1, Issue No 29, November 2016, PP.84-89 Impact Factor 3.996, ISSN:2349-6738, E-ISSN: 2349-6746
- Dr. R. Muthukumar, "**Brand Loyalty And Customer Satisfaction of Internet Service Providers**", International Journal of Research In Computer Application And Management (IJRCM)Volume No 5(2015), Issue No 29, September 2015, IC Value 5.09, ISSN: 2231-1009
- Dr. R. Muthukumar, "**Financial Management - A Theoretical Aspect**", International Journal of Commerce and management Research Volume -V, Issue No.2, July- September 2017, Impact factor 4.532, Print ISSN: 2321-3604, Online ISSN: 2321-3612,
- Dr. R. Muthukumar, "**Relationship between capital structure and financial performance of selected textile industry in India**", International Journal of Scientific Research and Reviews, Online ISSN: 2279-0543 June 2019.

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Computerized Accounting	Hema Metal Works,3-A, Kamarajar Street, Sanganoor Road, Ganapathy,Coimbatore- 641 006	Rs. 5,000	Completed

Presentations in Conference

- **Crisis Management and Risk Mitigation-Post Covid**, ICSSR-SRC sponsored national seminar on “innovation, digitalization and indigenisation – a way forward for business and economic recovery in the post pandemic, PSGR Krishnammal College for Women, Coimbatore, 26- Mar-22 and 27- Mar-22
- **Online shopping during Covid -19**, International Virtual Conference on E-Commerce andCovid -19: The Innovations, Challenges , Solutions and opportunities.” Rathinam College of Arts and Science, Coimbatore in Association with iNurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia. 22-Mar-21 to 26-Mar-21.

- **Issues In Online Trade Practices**, International conference on Impact of cybercrime and security management in digital transactions issues and challenges, Sankara College of Science and Commerce, Coimbatore, 05-Oct-18
- **Digital Transaction Banking Opportunities & Challenges**, National Conference on Disruption in Banking sector in the current scenario, Dr.N.G.P Arts and Science College, Coimbatore, 28-Feb-18
- **Impact Of Cashless Economy In India**, National conference on India's move towards Cashless economy, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 13-Feb-18
- **Branch Less Banking of Transformation In Banking**, National conference on Disruptive Technologies in Financial Services, Kovai Kalaimagal College of Arts and Science, Coimbatore, 22-Sep-17
- **Digitalization and Tax Reforms**, International Conference on New Digital Economy in India- Challenges & Opportunities, Rathinam College of Arts and Science, Coimbatore, 18-Aug-17
- **Corporate Governance**, National Conference on Corporate Ethics and Business Sustainability, Dr.N.G.P Arts and Science College, Coimbatore, 30-Sep-14
- **Insurance Sector**, International Conference on Global Finance : Issues and Challenges, S.N.R Sons College, Coimbatore, 27-Aug-14
- **Computer Assisted Audit Tools**, National seminar on Recent trends in auditing, Thiruvalluvar Government Arts College, Rasipuram, 30 & 31- Jan-13
- **International Financial Reporting Standard**, National Conference on Contemporary Accounting- Standards & Issues, Dr.N.G.P Arts and Science College, Coimbatore, 07-Oct-13
- **Success Stories of Women Entrepreneurs**, National level seminar on Empowering women through entrepreneurship, Kongunadu Arts and Science College, Coimbatore, 07-Aug-13
- **Best Practices And Innovation In Higher Education Institutions**, National level seminar on Quality education for social transformation, Kovai Kalaimagal College of Arts and Science, Coimbatore, 01 & 02 – Mar-13
- **E-Marketing**, National level seminar on Contemporary Issues in Business Practices, Kongunadu Arts and Science College, Coimbatore, 29-Sep-12
- **Risk Management In Organizing Project Under Service Sectors**, National Level Seminar on Risk Management, Karpagam University, Coimbatore, 08-Oct-10
- **Online Banking Service**, National Level Seminar on E-Commerce Applications in Banking Industry, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10

- **Change Management**, National Conference on Crisis Management, Adithya Institute of Technology, Coimbatore, 23-Sep-10

Participation in Workshop

- NATIONAL LEVEL “**E-WORKSHOP ON RESEARCH METHODOLOGY**”, St. Josephs College of Arts And Science, Cuddalore, 29-Jul-21 to 31-Jul-21
- “**NLP for Educators**”, Society of Amaranthine Educators (SAE) at Happy Valley Business School, Coimbatore, 18th August 2018.
- “**Multiple Facet of Research**”, Sri G.V.G Visalakshi College for Women, Udumalpet, 18th&19th July 2014
- “**Prepare, Present, Publish and get Prominence**”, PSG College of Arts & Science, Coimbatore, 28th – 30th May 2011

Participation in Orientation Programme / Short Term Courses

- **SPSS Hands on Training** (Social Sciences), (UGC Sponsored Short Term Course, UGC – Academic Staff College)Bharathiar University, Coimbatore, 7-Oct-14 to 12-Oct-2014
- **Train The Trainer Program**, Infosys BPO Ltd, Mysore, 3-Jan-13 to 12 Jan- 2013.

Participation in Faculty Development Programme

- National level Online Faculty Development Programme on “**Artificial Intelligence Embedding Business Processes**” Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore, 21-Mar-22 to 27-Mar-22
- Online Faculty Development Programme on “**Outcome Based Education**” Karpagam Academy of Higher Education, Coimbatore, 26-Jul-21 to 01-Aug-21
- SEBI Sponsored 6 Day National Faculty Development Program on “**INVESTOR AWARENESS ON STOCK MARKET**” Rajapalayam Rajus College, Rajapalayam, 02-Aug-21 to 07-Aug-21
- Online Faculty Development Programme on “**Cognitive Analysis in Financial Services**” S.A. College of Arts and Science, Chennai, 04-Aug-21 to 11-Aug-21
- National One week FDP on “**Research Excellence and Academic Development (READ-2021)**”, Nilkanthrao Shinde Science and Arts College, Maharashtra, 09-Aug-21 to 14-Aug-21
- **Research Methodology and Pedagogy for Teritary Education**, Dr. N.G.P. Arts and Science College, Coimbatore, June-15 to June 21, 2021

- **One Week Faculty Development Programme on “GST-COMPLIANCE - A PRACTICAL APPROACH”** , Vivekananda College, Tiruvedakam West, Madurai, June-14 to June 20,2021
- **FDP**, ICT Academy, Aug-10 to Aug 15,2020
- **FDP on “ Recent advances in Business studies”**, Karpagam Academy of Higher Education in Association with ICAI Coimbatore, Aug-07 to Aug 13,2020
- **FDP**, KPR College of Arts and Science, Coimbatore, Jun-29 to Jul-03-20
- **Front Accounting**, Dr. N.G.P. Arts and Science College, Coimbatore, -04 to 10- May -20.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology** ,Dr. N.G.P. Arts and Science College, Coimbatore, May-27 to June 02,2019
- **Innovation and Entrepreneurship Development Centre** ,National Science & Technology Entrepreneurship Development Board, at PSGR Krishnammal College for Women, Coimbatore, 16-Aug-.2019 to 28-Aug-2019
- **Finance and Accounting for BPS**, Organized by Tata Consultancy Services, at PSGR Krishnammal College for Women, Coimbatore, 10.July.2019 to 12.July.2019
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- **Entrepreneurship and Skill Development Program**, Bharathiar School of Management and Entrepreneur Development at Bharathiar University, Coimbatore, 22-Aug-12 to 24- Aug-12.

Conference / Seminar / Workshop Organized

- Treasurer, National Conference on Impact of Trade War on Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Feb-2020.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Resource Person, Workshop on GST and E-Filing, Kovai Kalaimagal College of Arts and Science, Coimbatore, 20-Feb-2019
- Resource Person, Workshop on Tally with GST, V.L.B. Janakiammal College of Arts and Science, Coimbatore, Coimbatore, 23-Feb-2022

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Mentor	Dr.N.G.P. Arts and Science College	2020
National Science Day –Research Project	Bharathiar University	2021

Member in BoS

- Board of Commerce Studies, Sri Ramakrishna College of Arts and Science, Coimbatore, since 2020.
- Board of Commerce Studies, Kovai Kalaimagal College of Arts and Science, Coimbatore, since 2022.